

Success with Roses®

THE STAR ROSE MAGAZINE FOR ROSE LOVERS EVERYWHERE



© **SARABANDE—Our New All-America Winner**

Have you ever seen anything as stunningly beautiful as our brilliant All-America Winner for 1960? Sarabande—the Floribunda with a heart of gold—is the brightest flower in the garden, a winner of top awards, first certificates or gold medals in France, Italy, Switzerland and America! Its wonderful orient-red shows off the bright yellow stamens to best advantage. Grows low and compactly, and with its abundant flowers makes a fine border or hedge planting. \$2.50 ea.; 3 or more, \$2.20 ea.; 25 or more, \$2 ea. (Meilland.) Plant Pat. 1761.



West Grove, Pennsylvania
Fall, 1959

Dear Friend:

People sometimes ask me which is the better time for planting roses—Spring or Fall. The answer really lies with the rose gardener himself, for it will be his attitude which, in the final analysis, will determine what his preference is. Fall and Spring are both good times to plant roses insofar as the rose itself is concerned. But it is up to you, the gardener, to decide whether the merits of one season outweigh those of the other as they concern you.

I, personally, prefer Fall planting, and I will tell you why. In Fall, the ground is mellow and “ripe” for planting. It is light and easily handled. The weather, too, is more predictable. Your roses can be planted any time before the soil becomes frost-bound. Also, Fall-planted roses get a better start when Spring comes ’round because they have been able to establish themselves sooner. I do not overlook the fact that in Fall there is less to do in the garden and around the house than there is in Spring, and that the more I can do then, the less I will have to do later. These are reasons enough to convince me; but, as I have said, you must decide for yourself. Actually, any time you can plant a rose is a good time to plant it.

With best wishes for your Success with Roses, I am

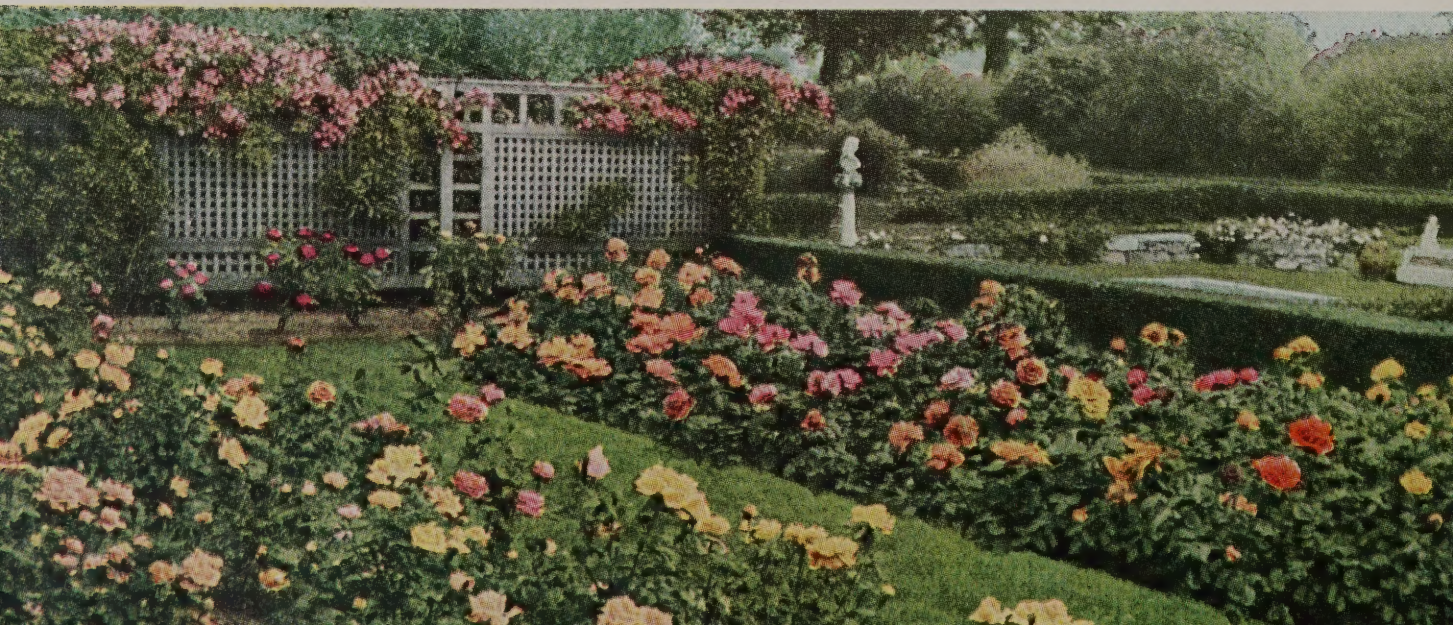
Sincerely,

President
The Conard-Pyle Co.

YOU, TOO, CAN HAVE A ROSE GARDEN LIKE THIS

A rose garden such as the one pictured below can be yours in less time than you think and with less trouble than you might expect. The fact is that roses are just about the easiest of all garden plants to grow; and are by far the most rewarding, for they reach full maturity in a season or two and give you many, many flowers over a long stretch of years, including the very first year. In this respect, roses can do more to decorate your home grounds in a hurry than can any other garden plant, bar none. This is a truth which many an owner of a new home is learning and putting to good use. The transformation which he achieves in a short time is really remarkable . . . so much so, in fact, that his grounds become the envy of his neighbors, and, of course, his own pride and joy.

A word or two about what roses need for good health and long life in your garden: as with all other plants, roses require food, water, light and adequate protection against disease and insects. But roses are sturdy plants by nature; they want to grow, and when given a little help they respond joyously. They need four or five hours of sun, watering when there is no appreciable rain for a week, a feeding three times a season, and a protective spraying or dusting once a week or after a rain. That's all. This kind of attention is easy to give them. In return, the roses will give you beauty for your home grounds, cut flowers for your house and untold hours of pleasant garden living. Many people like to share their roses with friends who have none—a gracious act which pleases both.



Roses HAVE MANY USES

Roses can be dried, fried, boiled, preserved, candied and perhaps in some other ways among the culinary arts prepared for the dining table. However, not one rose lover in a thousand will care a whit for the kitchen capabilities of America's favorite flower. The vast majority look upon the rose as a "thing of beauty" that looks "good enough to eat" but whose place in the scheme of things is to grace the garden and the vase rather than the pot and the plate. This article is for them.

Try to think of roses as a building material such as sand, cement, stone, wood. Strange as this conception may be, accept it for a moment to establish in your mind the fact that when you do plant a rose you are actually building something. You are building scenery. You are setting the stage for beauty. With the thought firmly settled, you can look objectively at your plans to use the versatility of the rose to practical advantage. There is no denying that the rose is the most versatile of plants and, therefore, the most useful. It will grow a foot tall or 20 feet high—its colors are so various that you can paint the canvas of your grounds to suit your taste and personality—it has the distinct character of its own variety which permits you to grow thousands of blooms to decorate home and garden or to grow the single, perfect specimen to exhibit at the rose show.



It is up to you to determine what you want roses to do for you. If you want to screen off a neighbor's yard, your own compost heap or your clothes-line area, use the new **Everblooming Climbers**. Train them on fence, trellis or pole. Plant them against a garage wall or a house wall. Blessed by the immense vigor of their kind, these roses grow fast, sending up long canes in a hurry and decking them out with an abundance of foliage and flowers to give you color and beauty where there was none before.

If you want a low to medium-high hedge, try **Floribundas**, which, when planted in a row, present dense greenery set off by solid masses of your choice of colors. This kind of rose hedge won't stop a truck (who wants to stop a truck?) but it will stop every passer-by who will admire it, and it will deter small children from riding wayward tricycles that way. **Floribunda Roses** are useful, too, when planted in threes for that spot at the corner of the walk or doorway where a mass of color would be just right.



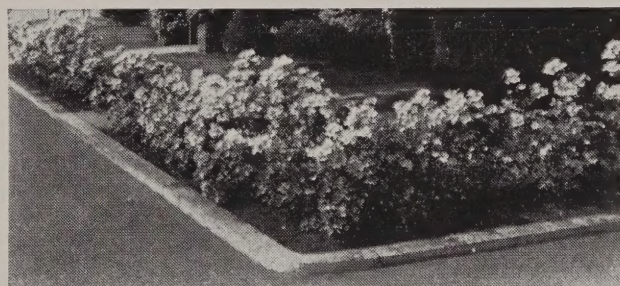
The famous **Hybrid Teas**, which are noted for their large, beautifully formed flowers, come into their own in numerous ways. You can plant them in beds, two or three deep, to line paths or patios. They will fit the pattern for formal or informal gardens. Grow the tall ones in back, the low-growing ones in front. The **Hybrid Teas** will be your main source of cut flowers, mostly because of their fine form and longer stems. Many of them produce a single flower to the stem; others, clusters as well as individual blooms. Most varieties are suitable for cutting.

The **Grandiflora Roses**, a relatively new classification, are like **Hybrid Teas** in flower form and like **Floribundas** where quantity of flowers is concerned. They are usually tall growing, and make fine background plants.

Tree Roses, both the Miniature Tree and the standard kind, produce their flowers at the top of straight trunks which in the former case are 3 to 4 feet above ground, and in the latter, about 1½ to 2 feet. These make dandy accent plants.

Then there are the **Miniature Roses** . . . the Midgets of the Rose World . . . whose uses are legion. You can plant them in rock gardens, at the foot of the bigger roses, in strawberry jars, window boxes or wherever else your imagination sees a need for them.

You are the architect, the builder and the owner of your rose garden. You will enjoy your triple status, for the roses you work with will work for you for many years to come.



Success with Roses®

REG. U. S. PAT. OFFICE

Editor, JOHN MILTON

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The Story of All-America Roses

WHAT THEY ARE—WHAT THEY MEAN TO YOU

by John Milton

The phrase "All-America" is, perhaps, best known to all Americans when it is used to honor our football heroes. Over the years, it has come to mean the best of the current crop as chosen by the experts, and as such it is accepted everywhere. Where roses are concerned, the term signifies not necessarily that the chosen rose is the best in the country for the given year, but that it is the best of all those submitted for the competition. The effect, however, is about the same, because anybody who wants to can enter his roses. Thus, the annual awarding of All-America rose honors has come to mean recognition of the winner or winners as the best roses of the year.

I thought that readers of *Success with Roses* who are not too familiar with the process by which All-America roses are selected might like to know more about it. The rest of this article is for them.

All-America Rose Selections is an association or organization of rose growers, currently composed of 26 members, whose object is, as its name implies, to select from all the roses submitted for test what it considers to be the best rose or roses of the year. All entries are, of course, new roses, and have not been offered for sale before. Four each of each entry are grown in 24 official test gardens and in 10 demonstration gardens for a period of two years. These gardens are located in widely scattered parts of the country, for one requirement of the AARS is that any rose worthy to be called All-America must have proved itself in all parts of the country.

Each of the official test gardens is visited at regular intervals during the two growing seasons by an official judge who scores the roses under a uniform point system—and not on the basis of his personal likes or dislikes. To be selected and to hold the office of official judge carries with it all the prestige in the rose world that the judges of the U. S. Supreme Court have in the world of law! These men submit their scores to the AARS member group, which then decides that there is a winner or winners, or that there is no winner for the year.

It is interesting to note that the scoring process includes more than a dozen items of consideration; among them, Habit of Growth, Vigor, Disease Resistance, Foliage, Cluster and Stem, Floriferousness (quantity of flowers), Bud Form, Flower Form, Substance, Color Opening, Color Finishing, Fragrance and Novelty Points or points which make the rose distinctive or different.

After a winner has been determined, a year goes by before public announcement is made. This is to permit the rose growers of the country to have time to produce enough plants to satisfy the public demand which always arises when new All-Americas come on the market. It is only in this way that every gardener who wants the most outstanding new rose can have one.

There is, of course, a great deal more which could be said about the functioning of AARS; but space permits only what I would like to say to you about another side of the story . . . what All-America roses mean to you.

The standards of the AARS are very high and are rigidly held to. It is, in effect, a Bureau of Standards on which you can depend to guide you in the purchase of roses. It is even more; for since it invites entries from anyone, and since it tests and judges impartially and solely on the merits of the rose, it provides an incentive to competition among rose growers. This, in turn, stimulates a constant search among rose breeders and growers for better and better roses. Obviously, this means increasingly better values for you, the home gardener.

All this is borne out in the already long and effective history of the All-America Rose Selections. With something like 50 All-America Winners chosen since its inception some 20-odd years ago, you have been given a long list of outstanding roses from which to choose—Hybrid Teas, Floribundas, Grandifloras, Climbers—each of them being at its time the best of all roses tested in AARS gardens that year. Naturally, these individual winners are always good choices for your garden because they are all champions.



In the AARS test garden at West Grove, Pennsylvania, several of our own rose experts occasionally score the All-America entries "on their own" in order to see how their judgments compare with those of the official judge. Here is John Lemon, Vice-President of Star Roses, as he checks off his estimate of one of the dozen categories on which roses are judged. Mr. Lemon is recognized everywhere as one of the country's top rose experts. At the left is Sidney B. Hutton, the official judge for this All-America Rose Selections test garden. Mr. Hutton scores the roses several times during the season and sends his reports to the AARS headquarters where they are tabulated for final analysis. The same procedure occurs at each of the other 25 official test gardens. It is easy to see that an All-America winner has to be a real champion.

STAR ROSES IN THE NEWS—1959

First and foremost, Star Roses made the garden page headlines with the announcement in May by the All-America Rose Selections that two of its new rose introductions had been selected as All-America Roses for 1960. Fire King is illustrated on the back cover; and Sarabande is shown in all its bright glory on the front cover.

Convention Delegates Visit Star Roses

In June, a busload of American Rose Society members who were attending the Society's 60th Convention and National Rose Show in Philadelphia took time to come to see the Robert Pyle Memorial Rose Garden at Star Roses. Other members came by car before and after the Convention, among them the President of the Society, Mr. John Patterson and his wife.

In mid-July, during the annual meeting of the American Association of Nurserymen, also at Philadelphia, a considerable number of nurserymen from all parts of the country visited the Star Rose fields, gardens and greenhouses on a sort of "Busman's Holiday."

We always welcome visitors to our rose fields, which are in bloom from July to October. An added attraction in this area is the famous Longwood Gardens, and most people who come here take the opportunity to spend some time there, too.

Mrs. Richard Nixon Gets a Star Rose

At the official opening of the National Capital Flower and Garden Show in Washington, D. C., last March, Mrs. Richard Nixon, wife of the Vice-President of the United States, admired and was given a Star Rose from our rose garden exhibit. In the picture below, various officials of the show look on as



J. Benjamin Williams, Consulting Rosarian of the American Rose Society, clips the rose for Mrs. Nixon. In this show as well as in the Philadelphia Flower Show last spring, Star Rose gardens won top honors.

Six Star Rose Employees Representing 191 Years of Service are Honored at Dinner

Satisfied employees as well as satisfied customers are the measure of loyalty to a company. In the picture are six Star Rose employees, including two officers, whose combined years of service total 191, or an average of nearly 32 years each. From left to right are Vice-President George Ohlhus, Elsie M. Stewart, George W. Gray, Mary T. Moroney, Evelyn F. Routt and President S. B. Hutton. All were



honored at a dinner for employees on June 8. Another group numbering 26 employees was also honored on this occasion. Taken together, the 32 Star Rose workers have a combined total of 553 years of service—an average of 17 plus. Of our 95 year-round employees, all those in the 10 years or more category were presented with inscribed watches or silver tie clasps or pins. The dinner was attended by 160 people.

Star Rose Garden Consultant Speaks in Texas

George Hart, our garden expert and lecturer on roses, was a featured speaker at the Texas Nurserymen's Association meeting this spring, at Texas A&M College. He spoke on the subject of Customer Relations. He was later escorted by Dr. Eldon Lyle, Director of the Texas Rose Research Foundation, through the Rose Gardens at Tyler, Texas. Although Mr. Hart is always on the go and visits many parts of the country to speak on roses, this was his first trip to the Texas rose-producing area.

Star Roses from Coast to Coast

Sidney B. Hutton, President of Star Roses, made a two-week trip to California in May during which he presented our two All-America Winners for 1960 at a meeting of West Coast garden editors and writers. At the same time, Star Roses Vice-President, John Lemon, and Vice-President and General Manager, S. B. Hutton, Jr., presented the winners to a similar group representing the East Coast at a press dinner in New York City.

On the following few pages are illustrated some of the many roses which appear in our new Fall Catalog. These will, perhaps, serve as a reminder to you not only of the beautiful roses you can have in your garden next spring, but also of the fact that there is plenty of time to order for fall planting. If you have not yet sent your order, it would be wise to do so soon, and thus avoid possible disappointment because of sold-out varieties. Order from your catalog, or from this issue of Success with Roses using the enclosed order blank.

Grow Miniature Star Roses Indoors this Winter!

If you have a window with a southern exposure where the sun can reach your Star Rose Miniatures 3 to 4 hours a day, you can grow these wonderful plants with great success.

With enough sun and water, you will have fascinating blooms a few short weeks after planting. To help you, we have prepared a Star Rose Miniature Planting Kit which includes everything you need:

1. 1 each of the 3 Miniature Roses described below (Red Imp, Cinderella, Baby Gold Star).
2. 3 pots to plant them in.
3. 2 packages of colored pebbles.
4. 1 can of Star Rose Grow (our special fertilizer).
5. 1 package of especially prepared Star Rose Soil for Miniatures.
6. 1 plastic window tray.

When you receive your Star Rose Miniature Planting Kit, place pebbles in tray and fill with water to just below the top of the pebbles. Place the rose plants in the pots, using the special soil. Then set the pots in the tray on top of the pebbles. Place the tray on a sunny windowsill and keep at regular house temperature. Remember to keep the water in the tray to a level just below that of the bottom of the pots. That is all there is to it. The object of keeping water in the tray is to provide a humid atmosphere around the plants. Actual watering of the roses is done in the usual manner from the top of the pot. Complete instructions come with your order. You should have lovely blooms in about 7 weeks after planting. Feed the plants during the growing season, not at planting time.



★RED IMP

Miniature Rose INDOOR Planting Kit

Including the 3
Roses described below

Only \$7.95

ORDER OFFER 140

★RED IMP. Plant Pat. 1032.
Bright crimson beauty.

★CINDERELLA. Plant Pat. 1051.
Velvet white.

★BABY GOLD STAR. Popular
golden yellow.

In illustration A below, you see the complete Kit; in B, the lovely result. Order your Kit by using the space provided in the special Order Blank. These Kits make thoughtful Christmas gifts. Perhaps you will want to send several to friends. These will be shipped on December 15. Other orders can be shipped from January 1 up to March 10. No orders can be shipped for indoor growing before December 15.

Each Kit . . . **\$7.95**

A. ORDER THIS

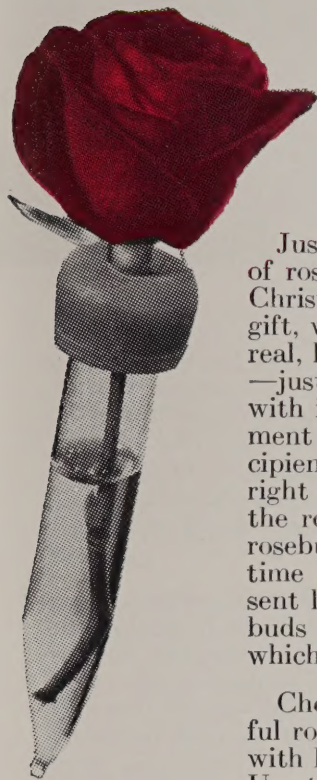


B. HAVE THIS



★**CHRYSLER IMPERIAL.** H.T. Plant Pat. 1167. One of the most fragrant roses—a big, gorgeous red of outstanding form, color and size. Vigorous bush. Long-lasting flowers. \$2.50 ea.; 3 or more, \$2.20 ea.

GIVE *Star* Roses for Christmas this year



Just choose the rose or collection of roses that you wish to send as a Christmas gift. As a token of that gift, we will send at Christmastime a real, living rosebud in a vial of water—just like the one pictured here; and with it, a Christmas Card announcement from you informing the recipient that in the spring at just the right time for planting he will receive the roses you ordered for him. The rosebud and card are sent direct in time for Christmas; the plants are sent later at the proper time. Rosebuds cannot be sent with orders which are not Christmas gifts.

Choose right now from the wonderful roses in our catalog or in Success with Roses—and send in your orders.

Use the convenient order blank provided. We'll do the rest at the right time. *We must have your orders before December 10 if we are to send a rosebud token gift.*

If you should not wish to choose the roses yourself, you can order Gift Certificates like the one pictured below (\$2.50 or \$5.00 units in any total amount you wish) and we will send your friends our spring catalog to choose from together with the Gift Certificate.

Note: All group offer and “3 for” prices apply **ONLY** when those roses are shipped together to the same address.



★**PEACE** See page 8



★**CHRYSLER IMPERIAL**



The Perfect Christmas Gift

Red, Yellow, Pink and White Roses

★**BLANCHE MALLERIN** (p. 11) Value \$10.00

★**CHRYSLER IMPERIAL**
(See above)

★**PEACE** (p. 8)

★**PINK PEACE** (p. 9)

ONLY
\$8.80

ORDER OFFER 141



★**PINK PEACE**
See page 9



'5.00	Gift Certificate	'5.00
This certificate will be accepted as Five dollars for the purchase of plants from		
Star	The Conard-Pyle Co.	Roses
West Grove, Pa.		
Issued to: _____	S. B. Hutton	
Address: _____	President	
ORDER NO. _____	CERTIFICATE NO. 614	



★SUNLIGHT



©

★WHITE KNIGHT

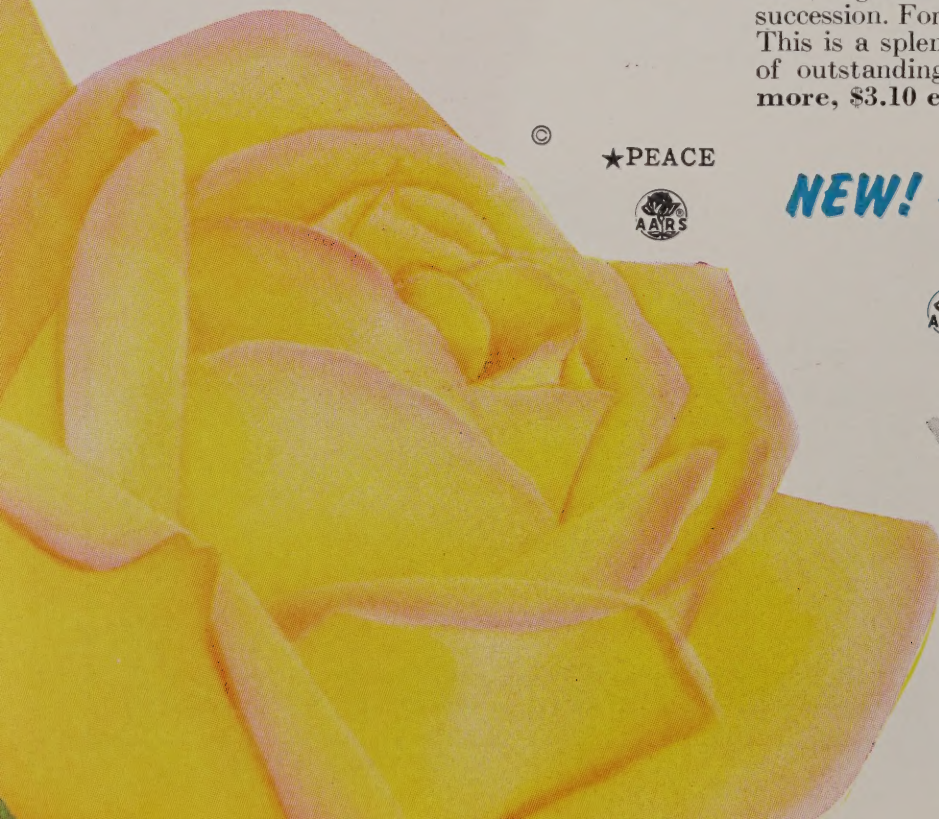


★**WHITE KNIGHT.** H.T. (Meiland.) Plant Pat. 1359. The All-America Winner for 1958—the finest white rose in the world. Big, beautifully formed buds and blooms that don't fade. 5-inch flower, long stems, fine bush. Makes good cutting roses that last long. A real champion all the way. \$3 ea.; 3 or more, \$2.65 ea.

★**SUNLIGHT.** H.T. (Meiland.) Plant Pat. 1576. Beautifully formed buds open brightly into wonderful golden blooms. The large, 43 to 48-petaled flower is all gold and comes on the plant in free-blooming style with from one to three to the stem. Tall, vigorous plant is well balanced and has healthy foliage. Fine fragrance, too! America has needed a good, new, yellow rose. This is it. \$2.50 ea.; 3 or more, \$2.20 ea.

★**GARDEN PARTY.** H.T. (Swim.) Plant Pat. 1814. All-America Winner for 1960, Garden Party features a combination of pastel tones of ivory and cream with a pronounced flush of apple-blossom-pink at the outer edges of the petals. The bloom is big and has 25 to 30 enormous, flaring petals. Tall, vigorous plant bears the flowers in a long succession. Form of bud and bloom is excellent. This is a splendid newcomer to our list of outstanding roses. \$3.50 ea.; 3 or more, \$3.10 ea.

★**PEACE.** H.T. (Meiland.) Plant Pat. 591. The rare beauty of Peace is thrilling. The delightful yellow petals with their pink-tinged edges—the fine form of both bud and bloom—the enormous size of the flower—all combine to present a vision of loveliness. The plant is superbly strong and vigorous, sending out thick, fast-growing canes and clothing them in the most lustrous green leaves. All this is why you should not overlook having this world-famous rose in your garden. If you have another square foot of ground to spare, let Peace stand there. It will reward you for years to come. \$2.50 ea.; 3 or more, \$2.20 ea.



©

★PEACE



NEW! →→→



★GARDEN PARTY

None Finer than STAR ROSES

4 GREAT STAR ROSES

★CHRYSLER IMPERIAL (p. 7)
★PEACE ★PINK PEACE
★WHITE KNIGHT

Only \$9.60

ORDER OFFER 142 Value \$11.00

★**LADY ELGIN.** H.T. (Meiland.) Plant Pat. 1469. Brilliant apricot and orange combination. Huge, handsome blooms come on long stems. Excellent form. Fine, tall plant is upright and vigorous. Delightfully fragrant. Lustrous green foliage. **\$2.50 ea.;** 3 or more, **\$2.20 ea.**

★**MME. COCHET-COCHET.** H.T. Free-blooming old favorite in soft salmon-pink. Honey-like perfume graces the nicely formed flowers. Tall plant with good foliage. A winner of the Bagatelle Gold Medal in France. This is a very satisfactory rose that you will like. **\$1.75 ea.;** 3 or more, **\$1.55 ea.**

★**PRESIDENT HERBERT HOOVER.** H.T. Another old-timer with lots of appeal. Scarlet, yellow, cerise and flame in a wonderful combination. Large, fragrant blooms come on a tall plant which has erect stems. You'll get plenty of pleasure from this old reliable. **\$1.50 ea.;** 3 or more, **\$1.30 ea.**

★**PINK PEACE.** H.T. (Meiland.) Plant Pat. 1759. Here's the glamour rose of '59! Giant flowers in glowing, dusty pink with a thin, hair-line edging of lighter color around each petal. Tall, strong, enormously vigorous bush produces the superb blooms in steady succession. Luscious fragrance is an extra charm. Flowers come one to a stem, each with 60 to 65 petals. A truly sensational rose! **\$3 ea.;** 3 or more, **\$2.65 ea.**



★LADY ELGIN

5 Beautiful COLORS

★CHRYSLER IMPERIAL (p. 7) ★LADY ELGIN
★CONFIDENCE (p. 10) ★PEACE
★WHITE KNIGHT

Only \$11.45

ORDER OFFER 143

Save \$1.55



★PINK PEACE



NEW!

NEW!



★GOLDEN GIRL



★TORCH
SONG

3 Newest Star Beauties

★GARDEN PARTY (p. 8)

★GOLDEN GIRL

★ROYAL VELVET

Only \$7.95

Value \$9.00

ORDER
OFFER 144

★**TORCH SONG.** H.T. (Meilland.) Plant Pat. 1760. A flaming new color—smoky flame or blood-orange-red. Very exciting. Don't miss it! \$2.50 ea.; 3 or more, \$2.20 ea.

★**GOLDEN GIRL.** GRANDIFLORA. (Meilland.) Plant Pat. App. For. Big, beautiful new yellow. Many, many blooms. Lovely form. Best yet in yellows. \$3 ea.; 3 or more, \$2.65 ea.

★**TAPESTRY.** H.T. (Gladys Fisher.) Plant Pat. 1812. Flame, yellow and copper tones mingle and mix with each other without rhyme or reason. A gay beauty. Very different. \$3 ea.; 3 or more, \$2.65 ea.

★**ROYAL VELVET.** H.T. (Meilland.) Plant Pat. App. For. Wonderful new, big, rich red rose—a ruby beauty. Good in every way. \$2.50 ea.; 3 or more, \$2.20 ea.

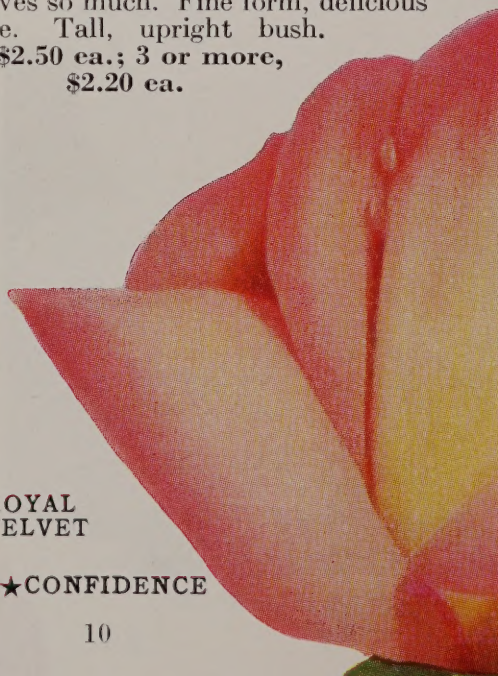
★**CONFIDENCE.** H.T. (Meilland.) Plant Pat. 1192. Beautiful, big, pastel-toned rose everyone loves so much. Fine form, delicious fragrance. Tall, upright bush. \$2.50 ea.; 3 or more, \$2.20 ea.

NEW!



★ROYAL
VELVET

★CONFIDENCE



Every One Guaranteed!

STAR ROSES

THE
**CONARD-PYLE
COMPANY**
WEST GROVE, PENNA.

Wonderful Color!

- ★LOVE SONG
- ★TORCH SONG
- ★SUNLIGHT (p. 8)

Only \$6.60

Value \$7.50
ORDER OFFER 145

★**LOVE SONG.** H.T. (Gladys Fisher.) Plant Pat. 1360. Watermelon-pink and yellow bi-color. Huge, fragrant flowers. \$2.50 ea.; 3 or more, \$2.20 ea.

★**CRIMSON GLORY.** H.T. Deep, rich crimson of fine form and fragrance. Many flowers on low-growing bush. Very satisfactory. \$1.75 ea.; 3 or more, \$1.55 ea.

★**BLANCHE MALLERIN.** H.T. (Mallerin.) Plant Pat. 594. Fragrant, white rose of fine reputation. Long, shapely buds and enchanting blooms. \$2 ea.; 3 or more, \$1.75 ea.

★**MIRANDY.** H.T. (Lammerts.) Plant Pat. 632. Huge size, wonderful deep wine color, strong fragrance, excellent form. All-America Winner. \$2.25 ea.; 3 or more, \$2 ea.

★**ECLIPSE.** H.T. Beautiful, long, tapered buds of pure, clear yellow open to bright blooms. The "classic" yellow rose. \$1.75 ea.; 3 or more, \$1.55 ea.

★LOVE SONG

★CRIMSON
GLORY

4 OLD-TIMERS

- ★CRIMSON GLORY
- ★ECLIPSE
- ★MME. COCHET-COCHET (p. 9)
- ★PRES. H. HOOVER (p. 9)

Only \$5.95

Value \$6.75

ORDER
OFFER 146

THE BIG 6

- ★BLANCHE MALLERIN
- ★LOVE SONG
- ★MIRANDY
- ★SUNLIGHT (p. 8)
- ★TAPESTRY
- ★TORCH SONG

Only \$12.95

Save \$1.80

ORDER OFFER 147

© ★ECLIPSE



★FIRE KING



FIRE KING—Our New All-America Winner

★**FIRE KING.** (Meiland.) Plant Pat. 1758. Fiery vermillion Floribunda with very double, well-shaped blooms. 45 to 50 petals—3-inch flowers. Bush is loaded with them. Attractive plant grows tall and makes fine medium-high hedge. Flowers are long lasting. You'll pep up your garden with this brilliant new winner! One of the finest Floribundas to come along in years! \$2.50 ea.; 3 or more, \$2.20 ea.; 25 or more, \$2 ea.

★**GOLD CUP.** Plant Pat. 1683. All-America Winner for '58. Unfading yellow Floribunda with 3 to 3½-inch flowers that come in clusters on a 2½-foot plant. Nice form. Fine fragrance. Vigorous plant. An outstanding yellow. \$2.50 ea.; 3 or more, \$2.20 ea.; 25 or more, \$2 ea.

★**VOGUE.** Plant Pat. 926. A very well-known and highly attractive Floribunda, an All-America Winner in soft coral-red. Beautifully formed buds and blossoms. Flowers often 4 inches across. Plenty of them, too. Old-fashioned fragrance is notable. \$2 ea.; 3 or more, \$1.75 ea.; 25 or more, \$1.60 ea.



©
★GOLD CUP



★**LAVENDER GIRL.** (Meiland.) Plant Pat. 1672. Unique among lavenders because it won't fade! Finest because of its ruby-red bud and lovely, rich lavender flower. Low, compact bush. Fragrant. Most unusual Floribunda. \$5 ea.; 3 or more, \$4.25 ea. See catalog for picture.

★**IVORY FASHION.** Plant Pat. 1688. All-America Winner for '59. A Floribunda with long, slender buds opening to 4-inch flowers of fine ivory. They're nicely fragrant and show golden stamens when fully open. Plant grows to 2½ feet and has plenty of dark green foliage. Excellent form, as you can see. \$2.75 ea.; 3 or more, \$2.40 ea.; 25 or more, \$2.15 ea.

3 ALL-AMERICAS

★FIRE KING ★GOLD CUP
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